

TO: Mr. Ferdinand Duccaroz
FROM: Nancy O'Haire *N O'Haire*
SUBJECT: Lucky Strike

January 30, 1987

We have investigated the trend of Lucky Strike in the U. S. A., per your request.

Here are some interesting highlights:

- Lucky Strike is the only brand to show any growth for the American Tobacco Company.
- Lucky Strike's growth is attributable to the success of its newer Lights packings which were introduced Nationally in July 1984.
- Lucky Strike currently ranks in the U. S. A. as the 18th largest brand with a 1.1 share, whereas it ranked number 21 with a 1.0 share during the corresponding period 1983 (prior to the introduction of its new packings).
- Lucky Strike is sold throughout all Seven Regions, but is strongest in the Northeast (Regions 1 and 2).
- The non-filtered Lucky Strike packing currently comprises 54% of the total brand. During the corresponding timeframe in 1983, non-filter comprised 73% of the brand.
- Lucky Strike now accounts for 15% of total American's business, an increase from its 12% of total business during comparable period in 1983.
- Lucky Strike has changed its advertising campaign to center around the slogan "Light My Lucky" as of January 1986.

N'O'H/lj
attachments

cc - G. E. Cofield
A. Goldfarb
B. S. G. Weinstein
J. N. Zoler

2061555236